

DIVE IN

IN BURGUNDY
INSIDE WINE
& SPIRITS

THE PIONEER SCHOOL AND GLOBAL LEADER IN
EDUCATION & RESEARCH IN WINE & SPIRITS MANAGEMENT

1 UNRIVALLED SCHOOL

A dedicated School with special facilities:
The Wine & Spirits Business Lab, The Tasting Room,
The Cellar, The Spirits World, The Business Lounge,
Researchers

2 HOLISTIC KNOWLEDGE

Product-Business-Sector skills, WSET 2 or 3 training
and examination in Wine, and WSET 2 training
and examination in Spirits, Management and
Entrepreneurship skills, Field trips

3 ACADEMIC EXCELLENCE

BSB RANKED IN THE GLOBAL TOP 50
BUSINESS SCHOOL IN THE WORLD
2025 FT MIM ranking



Triple accredited by AACSB, AMBA and EQUIS,
BSB is ranked among the top 1% of business schools
in the world



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
AMBA
ACCREDITED

4 OUTSTANDING FACULTY

- 1 Master of Wine
- 70 professional lecturers working in leading companies
- 15 specialised teachers-researchers covering all facets of the industry

5 A WINE & SPIRITS NETWORK LIKE NO OTHER

- A 2,000-strong alumni network
- Track-specific expert partners
- Regular contact with industry leaders based in France and abroad

6 EXCLUSIVE LOCATION

Famous around the globe for its UNESCO World
Heritage vineyards, Burgundy is the premier place
to study wine and spirits management

BURGUNDY
SCHOOL
OF WINE & SPIRITS
BUSINESS

MBA WINE & SPIRITS BUSINESS

Are you already in a strategic position, a manager, an entrepreneur or in the process of a career change?

The MBA Wine & Spirits Business is designed to expose students to a very global industry, with key consumption markets on three continents, emerging markets on three more, and production areas scattered all over the world.

This intense programme, with a strong strategic, commercial and management focus, gives students a sound grasp of the requirements of the global market by offering them a diversity of cultural experiences and developing their understanding of the intricacies of the global business of wine and spirits. The MBA Wine & Spirits Business provides the skills needed to understand all the disciplines involved in a business and to support its transformation. This course is designed to help you acquire the logic, concepts and perspective of a manager. **It is ideal for high potential students looking to reach middle to upper managerial positions in the industry or create/expand their own business. It offers a wide range of professional outcomes.**

WHAT YOU WILL LEARN

The teaching programme is organised to include these dimensions:

SEMESTER 1

- **Product Knowledge:** viticulture and oenology, Wine & Spirits of the world
- **Strategic Management:** Wine & Spirit Marketing, Company strategy, Wine & Society, Evaluating wine markets, Wine business Research...
- **Law**
- **Field trips:** Visits to French vineyards

Optional: 3-week intensive French as a Foreign Language courses

SEMESTER 2

- **International Markets and Distribution:** negotiation, logistics and more
- **Strategic Management:** Strategy and business plan implementation, Wine business finance: advanced principles, etc.
- **Innovation:** Product and marketing innovation, Strategic planning
- **Field trips:** Germany, Clos des Lambrays (Burgundy), New York and Greece or Hungary for instance.

SEMESTER 3

- **Professional thesis or Business Plan (compulsory)**
- **Internship** (optional)

PROGRAMME HIGHLIGHTS

- 6 weeks of field trips included, during which students will have the opportunity to visit the most renowned French vineyards: Burgundy, Champagne, Alsace (or Beaujolais or Rhône or Jura/Savoie)
- Students will also discover emblematic wine & spirits markets with a 1-week learning expedition in New York, an international wine consulting project in Greece or Hungary for instance.
- Conferences: meetings with inspiring professionals all year
- WSET in Wine (2 or 3) training with a Master of Wine and WSET 2 Spirits training



AT A GLANCE

Start Date

September 2026

Duration/mode

3 academic semesters (including 2 full time semesters)

Credits

90 ECTS

2026 fees

€34,000

Eligibility

- Bachelor's Degree.
- English proficiency: IELTS 5.5-6.5, TOEIC 700-785, TOEFL IBT 72-94 or Duolingo 115.
- At least three years professional experience in any field.
- Proven passion for wine and/or spirits.
- Possibility of applying below the pre-requisites depending on professional experience and profile

Campus

Dijon

CONTACT US

In need of advice for your career path? Book a free call with our team and discuss your needs and plans.

